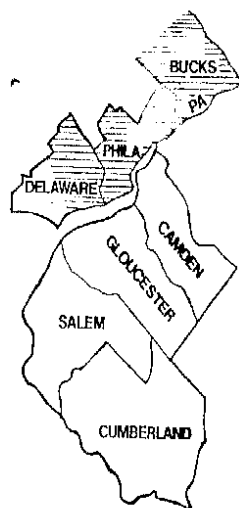
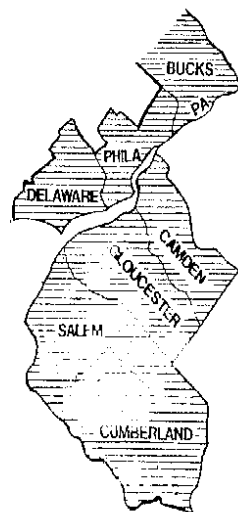


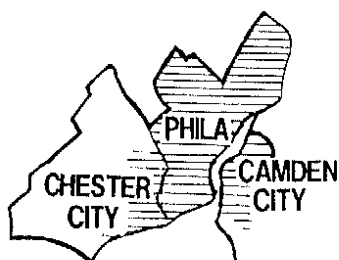
GREATER PHILADELPHIA



7 COUNTY METRO



BLACK/HISPANIC MARKET



POSTER RATES

Effective September 1, 1984

TELEPHONE AREA CODE 610

GREATER PHILADELPHIA: Population - 2,200,000
(Includes Philadelphia, Bucks, Eastern Delaware Counties, and Chester City, PA - Camden, Gloucester, Cumberland, Salem Counties and Camden City, NJ)

GRP/S. SHOWINGS	REG	ILL	TOTAL	1 MO.	2 MOS.	3-6 MOS.	7-11 MOS.	12 MOS.
#25	13	27	40	22,260	21,730	21,200	20,935	20,405
#50	26	54	80	44,400	41,460	40,280	39,750	38,690
#75	39	81	120	66,600	61,215	59,625	58,830	57,240
#100	52	108	160	88,800	80,560	78,440	77,380	76,320

PHILADELPHIA 7 COUNTY METRO: Population - 3,602,200
(Includes Philadelphia, Bucks, Eastern Delaware Counties, and Chester City, PA - Camden, Gloucester, Cumberland, Salem Counties and Camden City, NJ)

GRP/S. SHOWINGS	REG	ILL	TOTAL	1 MO.	2 MOS.	3-6 MOS.	7-11 MOS.	12 MOS.
#25	17	36	53	22,260	21,730	21,200	20,935	20,405
#50	34	72	106	44,400	41,460	40,280	39,750	38,690
#75	51	108	159	66,600	61,215	59,625	58,830	57,240
#100	68	144	212	88,800	80,560	78,440	77,380	76,320

BLACK ETHNIC MARKET: Population - 709,895
(Includes Philadelphia, Chester City, and Camden, NJ)

GRP/S. SHOWINGS	REG	ILL	TOTAL	1 MO.	2 MOS.	3-6 MOS.	7-11 MOS.	12 MOS.
#25	5	9	14	6,230	6,090	5,950	5,810	5,670
#50	9	19	28	12,460	12,180	11,900	11,620	11,340
#75	14	28	42	17,640	17,220	16,800	16,590	16,170
#100	18	38	56	23,520	22,960	22,400	22,120	21,560

HISPANIC ETHNIC MARKET: Population - 102,344
(Includes Philadelphia, Chester City, and Camden, NJ)

GRP/S. SHOWINGS	REG	ILL	TOTAL	1 MO.	2 MOS.	3-6 MOS.	7-11 MOS.	12 MOS.
#25	1	2	3	1,545	1,515	1,485	1,455	1,425
#50	2	4	6	2,790	2,730	2,670	2,610	2,550
#75	3	6	9	4,185	4,095	4,005	3,915	3,825
#100	4	8	12	5,340	5,220	5,100	4,980	4,860

INDIVIDUAL PANEL RATES

NO. OF PANELS	1 MO.	2 MOS.	3-6 MOS.	7-11 MOS.	12 MOS.
1 - 5	\$515.00	\$505.00	\$495.00	\$485.00	\$475.00
6 - 10	465.00	455.00	445.00	435.00	425.00
11 - 39	445.00	435.00	425.00	415.00	405.00
40 - 79	420.00	410.00	400.00	395.00	385.00
80 - 119	400.00	390.00	380.00	375.00	365.00
120 - 159	390.00	385.00	375.00	370.00	360.00
160 or More	385.00	380.00	370.00	365.00	360.00

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